

Healthy life - Organic way

“Food and Health” are the 2 faces of the same coin in today’s context of life style.

Land, water, Air is polluted with chemicals, pollutants and poisonous residues emitted through Industrial and other business establishments.



Sustaining humans, animals and nature needs to be cleansed, purified and freed from poisonous environment. Food production without fertilizers and pesticides is the main theme of “Healthy life – Organic way”.

Organic Agriculture:-

Healthy food production through farm managed inputs and certification of such products either through PGS, or Third party certification is the process followed to guarantee the quality of food produced under “Organic” approach and practices.

These food products are considered safe and healthy.

What is Conventional Agriculture?

Production of crops, using fertilizers and pesticides, modernized for high yield as focus as against natural/traditional or organic agriculture, is “Conventional Agriculture”.

Why Conventional Agriculture?

India growing in population, reducing its food security capacity, with low yield produce; imports of food became necessary for India, utilizing foreign reserves. “Green Revolution” introduced conventional agriculture methods and practices in 1960-1965.

Consequences:-

Environment destruction; Global warming;
reducing ground water reserves/levels;
shortage of drinking water/rain volumes;
natural calamities.



The presence of pesticide residues, nitrates, heavy metals, growth hormones, artificial additives, coloring agents; and chemicals in food consumed from modernized agriculture affects in serious health problems for humans and nature.

The present diseases identified in humans, with physical and mental disabilities also attributed to food consumption grown under conventional agriculture practices.

Why should we consume Organic food?

- Organic food is nutritious with more vitamins, minerals and enzymes. Organic food is tastier with natural aroma.
- Organic food is abundant in protective anti-oxidants, which have anti-aging properties.
- Organic production system prohibits use of chemical pesticides, fertilizers and growth regulators that are dangerous to healthy life style.
- Organic production system doesn't allow use of sewage water, which is heavy in chemicals, metals and harmful micro-organisms.

- Organic processing system prohibits use of artificial additives, coloring and flavoring agents, ionizing radiations.
- Organic food is eco-friendly/healthy/tasty.

Why should we encourage Organic Farming?

- Organic farming is an eco-friendly food production system.
- Animals reared under organic system contribute to eco-friendly/organic inputs and outputs.
- Organic farming keeps soil healthier, conserves water and protects micro-organisms in soil.
- Does not pollute the soil and ground water with chemical residues.
- Increases biological diversity among plants and animals, maintaining ecological harmony.
- Saves farm and farm labourers from hazardous effects of environmental chemicals.

Janodaya Trust and its services for Organic movement

Vision	:	To facilitate channels for safe and clean/healthy food production and consumption under organic system.
Mission	:	Revival of agriculture practices for food production system through “Organic Way” promoting small and marginal farmers.

Objectives :

- Bring back poison free air, water and land through eco-friendly agriculture practices and organic farming.

- ❖ Mainstream and channelise organic food production to consumers, with stability of fair price marketing system for organic produce.
- ❖ Strengthen and sustain livelihood of small and marginal farmers through organic farming.
- ❖ Establish farmers collectives for self managed production, marketing and enterprise development of organic products.



Janodaya Trust in collaboration with Institute for Integrated Development (IIRD) and funding support of HIVOS-Netherlands, put in 8 years of services for achieving the above specified vision, mission and objectives, by working with small and marginal farmers in the state of Karnataka.

Programs and services.

I. Pre-production information, training and skills development.

- ❑ Concept sensitization to farming communities, on Organic.
- ❑ “Information Desk” services for farmers, interested in organic agriculture.
- ❑ Conduct Training programs to interested target group farmers on “Participatory Guarantee System” (PGS) in production activities. Conduct knowledge and skill trainings for:-
 1. Production
 2. Input management
 3. Harvesting practices
 4. Market connectivity

5. Storage facility
6. Processing and packaging
7. Support schemes (Govt. and other)
8. Resource connectivity and linkages.
9. Financial management
10. Linkage to Financial Institutions

- ❑ Facilitate and organize exposure and study tours to learn and witness the benefit of organic farming.
- ❑ Day to day counseling to production activities through field staff support.
- ❑ Printing and publishing of study magazines/news letters on Organic initiatives and management.
- ❑ Bench line survey records development of farmers groups and registration of groups for PGS.

II. Production, marketing and farm input management

- ❑ Land assessment selected for organic farming.
- ❑ Preparation of land by introducing inputs for organic agriculture. Training in cropping system/practices.
- ❑ Preparing production cycle plan
- ❑ Maintaining production diary for certification.
- ❑ Linkage and network development for regular production and marketing activities.
- ❑ Inputs production and management.
- ❑ Facilitating Government schemes and benefits access to farmers.
- ❑ Participation in seminars, workshops, to enhance knowledge and skills for organic enterprises.

III. Sustainability of organic practices:-

- ❑ Completion of 3 year certification for produce and area.
- ❑ Enhancement of organic production and marketing services.
- ❑ Development of Organic-enterprises:- food processing units; sale outlets; salad parlors; food joints; retailing; weekly markets etc.
- ❑ Establishment of organic seed banks and supply channels.
- ❑ Establishment of storage facilities and retail outlets for organic products. Network with commercial outfits of organic entrepreneurs.

IV. Ongoing programs:-

1. Three Bio-village projects under state government – 3 years duration

- ❑ Devanahalli – Hosahudya & Doddasagarahalli
- ❑ Hoskote - Doddadenahalli
- ❑ K.R. Puram - Soolikunte, Bangalore East

2. Information data

- ❑ 2518.8 acreage under Organic production
- ❑ 2560 producing farmers.
- ❑ 69 PGS groups
- ❑ Products certified - 40
- ❑ Number of villages - 46
- ❑ Number of districts -
- ❑ 06
- ❑ Number of registered Consumers - 1100
- ❑ Sale value per month - 1.5 lacs overage



3. National Horticulture Mission project – 1

- No. of Farmers certified - 40 for 1st year
- Land certified - 50 Hectares
- Products grown - Vegetables, paddy and flowers
- Duration - 3 years

4. Community Based Enterprises – 2 Nos.



- Toordal processing unit
Gauribidanur taluk, Chikkaballapura Dist.
- Tomato food processing unit
Srinivasapura Taluk, Kolar District

5. Farmer's Sale outlets

- Janodaya outlet - 1 at Head off ice premises – Jayamahal extn., Bangalore
- Outlets - 8 Nos.
- Apartment blocks - 8 Nos.
- No. of households - 30 Nos. - Individual high volume supply.

6. Procurement farms:-

- ◆ Doddakurubarahalli
- ◆ Hosahudya
- ◆ Dasarahalli

- ◆ Chikkanahalli
- ◆ Vijayapura
- ◆ Akkupete
- ◆ Doddadenahalli
- ◆ Devanahalli
- ◆ Gauribidanur
- ◆ Holenarasipura
- ◆ Kolar
- ◆ Bidaluru

7. Procurement of Groceries & other products:-

- ◆ Groundnuts, millets, oil, Toordal etc - Timbaktu Organic –
- ◆ Andrapradesh Dry fruits - Kodaikanal, Tamilnadu.
- ◆ Rice – Holenarasipura, Karnataka
- ◆ Onions, Groceries etc - Organic link,
- ◆ Aurangabad. Groceries - Pronature organics,
- ◆ Karnataka.
- ◆ Ragi malts – Swasthiya, Karnataka.
- ◆ Jams and pickles - Arya Food products,
- ◆ Karnataka. Groceries - Sahaja Sambruddha.
- ◆ Karnataka Groceries - Eco Agri research,
- ◆ ISKCON, Karnataka.
- Spices and coffee powder etc - Gowdas Organic, Karnataka.

8. Watershed Development Project:-

- ◆ Kundapur Taluk, Udupi District, South
- ◆ Karnataka 4 gram panchayats, which include 7 villages
- Duration – 5 to 7 years

V. Way forward:-

Janodaya Organic Farmers Sauharda co-operative limited

- ❏ Effective from April 2012.
- ❏ Business plan schedule in place.
- ❏ Budget plan – projected for 1 year.



Highlights:-

- ❏ 4000 organic farmers members
- ❏ Rs. 250/- share capital per
- ❏ member

Eligibility – Small and Marginal farmers, with below 10

- ❏ acres of production area.

Registered office – Janodaya Head office, Ground floor, No. 3, 5th
main, 9th cross, Jayamahall extn., Bangalore- 46.

